WHAT ARE YOU DOING?

THIS MAN IS SIMPLY "HOLDING HIS OWN"

Be ye not greedy of the cream thy neighbor has, hustle around and get thee a heifer of thine own.

LET'S TALK IT OVER

PROPRIETOR—"Understand, sir, I don't want you—you are discharged."

CLERK—"Well, well, that's all right, but don't let's be hasty about it, let's talk it over."

Simply Holding Their Own

Their destination was Brown's Corners. They had been driving for an hour but did not seem to be any nearer their objective point than when they started. Meeting a man who looked to be a native, they asked how far it was to Brown's Corners.

"Just six miles up the road," replied the farmer.

After driving another full hour, they accosted another farmer who was driving leisurely in the opposite direction and asked him the same question. "Just six miles," was the reply, "you're headed right for it."

After another half hour's pull over the hot and dusty roads, they drew up to a field where an old man was plowing, and one of the travelers yelled, "Uncle, how long have you lived around here?"

"Well, a trifle less than sixty years," answered the farmer.

"That being the case, you ought to be right well acquainted with folks and things in this section; can you tell us how far it is to Brown's Corners?" "You bet I can, that's where I do my tradin', it's just six miles up the road." They jogged along in silence for a few minutes, finally one of the travelers heaved a sigh and said: "Well, Bill, thank God, we're holding our own, anyway."

Any
Business Man
Who Simply Tries to
"Hold His Own"

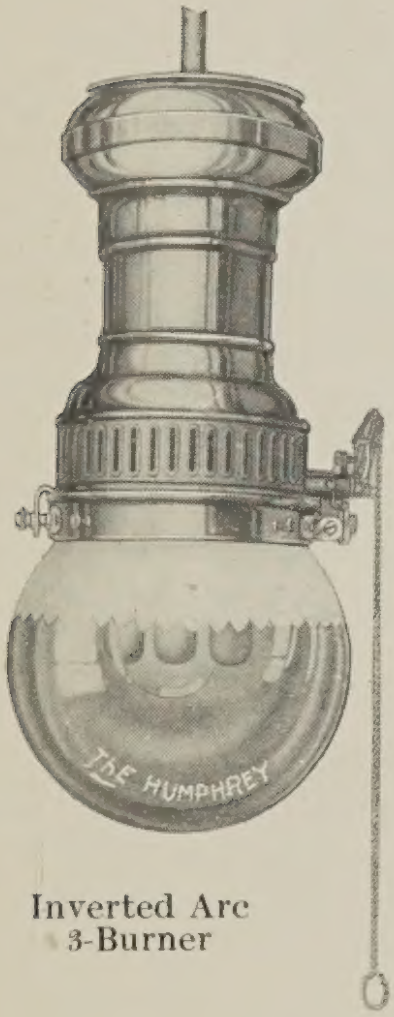
Will find out sooner or later, and sooner rather than later, that he simply hasn't any "Own" to hold.

We
Either Go Ahead
or Slip Back

You want to go ahead. You want to be a leader. We can help you.

LET'S TALK IT OVER

Madison Square Garden Is Illuminated With Humphrey Inverted Arc Lamps



Inverted Arc
3-Burner

Look at the Lamp
Observe the Light

Now We Will Tell You About the Cost

Humphrey 3-Burner Inverted Arc Lamp consumes 11 feet of gas per hour. With gas at 80 cents the expense of operating is 9-10 cents per hour.

With gas at $1.00 the operating expense is only a trifle more than one cent an hour.

The Humphrey Inverted Gas Arc Lamp Is the Sun's Only Competitor

Couldn't Fuss Around Her in the Dark

A lady, an old maid lady, entered a dentist's office one dark November day, seated herself in the operating chair, pointed to an aching molar and allowed she would have it "yanked."

"Do you wish gas?" the dentist soothingly asked.

"You can bet every dollar you've got I want gas, young man. You don't suppose for a minute that I am going to let you fuss around me in the dark, do you?"

You Lose Money Fussing Around With a Poor Light

A well lighted store draws customers, a well lighted factory increases the output and reduces the overhead charges.

The "Humphrey Inverted" Turns the Trick

To Imitate Is to Compliment the Original

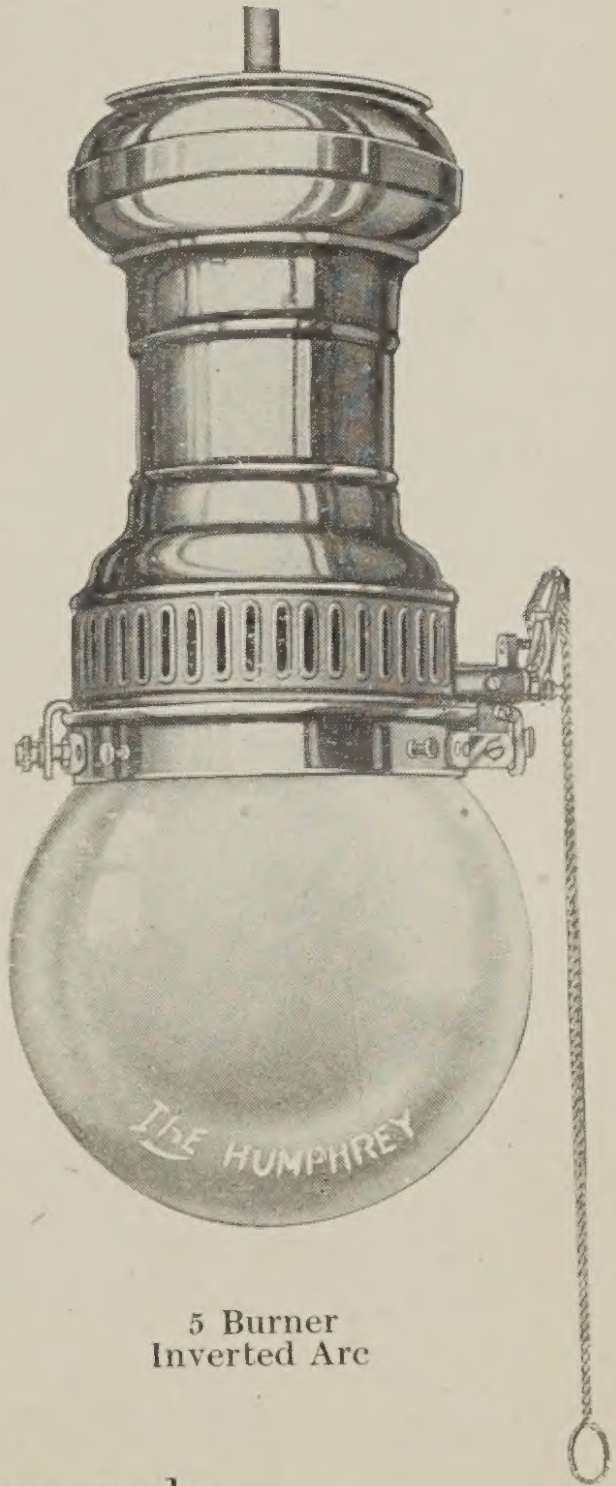
The "Humphrey" Inverted Arc Lamp has many imitators but no competitors. The "Humphrey" 5 Burner Inverted Arc consumes 16 ft. of gas per hour. With gas at 80 cents it costs only $1\frac{1}{4}$ cents per hour to operate. With $1.00 gas the cost per hour is only a trifle over $1\frac{1}{2}$ cents per hour.

The User Knows

He is disinterested, he will tell you the

"Humphrey"

furnishes the best and cheapest artificial light on earth. Appearances count for something. The "Humphrey" is the the most "classy" lamp made.

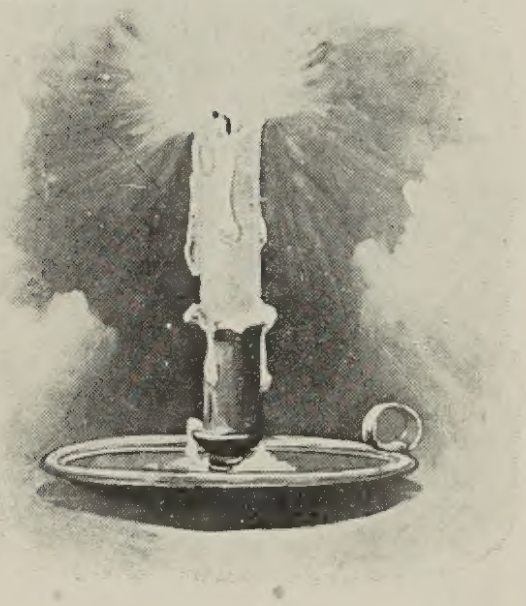


5 Burner
Inverted Arc

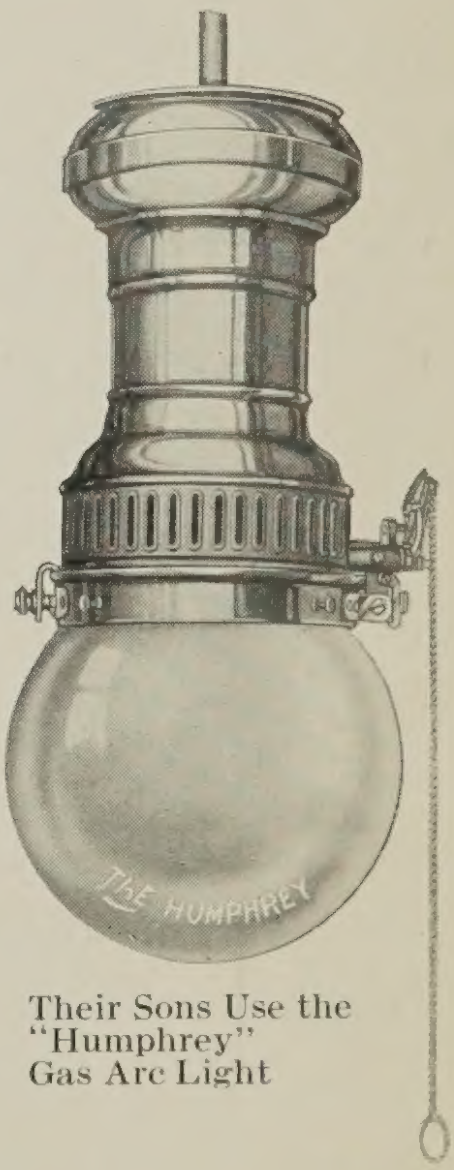
We Follow the Light

YOU turn up a well lighted street. YOU turn into a well lighted store. YOU turn out more goods from a well lighted factory.

Think it over.



Our Fathers Used Candles for Light



Their Sons Use the "Humphrey" Gas Arc Light

WE MUST PROGRESS

To stand still is to be run over in the dark.

More Light—Better Light—That's the "Humphrey"

There Is Nothing New Excepting the Things We Have Forgotten

Just As Well

A Scotsman went to a dentist with a toothache. The dentist told him he would only get relief by having it out.

"Then I must hae gas," said the Scotsman.

While the dentist was getting it ready the Scot began to count his money.

The dentist said, somewhat testily, "You need not pay until the tooth is out."

"I ken that," said the Scotsman, "but as ye're aboot to mak' me unconscious I jist want to see hoo I stan'."

A Steady Flow

A truly eloquent parson had been preaching for an hour or so on the immortality of the soul.

"I looked at the mountains," he declaimed, "and could not help thinking, 'Beautiful as you are, you will be destroyed, while my soul will not.' I gazed upon the ocean and cried, 'Mighty as you are you will eventually dry up, but not I!' "

Not So Dry

"Pa, how many is two bushels of corn, plus six bushels of corn, plus nine bushels of corn?"

"I dunno. Ask the teacher if he can't give you yer lessons in quarts."

The Answer

"What's the purpose of that freak bill you've introduced?"

"Nothing simpler," replied the Western legislator. "You read about the bill in the papers, didn't you?"

"Yes."

"And heard many people discussing it?"

"I did."

"Well, that's the answer."

Prominent New York Firms After Due Trial and Strict Examination Order the "Humphrey"

The General Gas Light Co.,
New York.

Gentlemen:

After an exhaustive test beginning Nov. 13, 1908, in competition with other lamps we have decided that your lamp gives the best illumination and we hereby confirm our verbal order for 28 of these.

Very truly,
JOHN DANIELL SONS & SONS,
Importers of Silks, Laces, etc.,
New York City.

General Gas Light Co.,

Gentlemen: Kindly install in our premises 30 5 Light and 16 3 Light Humphrey Inverted Arc Lamps, same as the one we now have; it is giving entire satisfaction and we are more than pleased.

Respectfully yours,
T. BAUMANN & BRO.,
Furniture, Carpets, etc.,
Third Ave., New York City.

General Gas Light Co.,
New York City.

Dear Sirs:

As per verbal agreement with your Mr. Nash you may install six (6) Humphrey Gas Arcs in our store at 22 East 42nd Street same as you installed in our stores at 63 E. 8th Street and 1939 Broadway. The Gas Arcs in these two stores have given satisfaction in every particular.

Very truly yours,
HARTFORD LUNCH CO.,
1931 Broadway, New York City.

Where to Find the

HUMPHREY GAS ARC LAMPS

General Gas Light Company,
No. 46 West Broadway,
No. 268 West 135th Street,
New York City.

The Brooklyn Union Gas Company,
(Appliance Department),
130 Atlantic Ave.,
Brooklyn.

The Public Service Gas Company,
Jersey City and Newark.

Humphrey Gas Arc Lamps may also be obtained of nearly Every Gas Company in the World.

Factories at Kalamazoo, Mich., and Camden, N. J.

You Want More Light

You Want Better Light

You Want Less Expensive Light

Install the

HUMPHREY INVERTED GAS ARC LAMPS

And these three things will be yours, just as surely as nine times four are thirty-six

---

READ THE LETTERS FROM NEW YORK CITY USERS

PUT INTO SHAPE BY W. L. BROWNELL, KALAMAZOO, MICH.

IT WILL PAY YOU TO SEE OUR
SHOW ROOM

Baxter Lighting Co.

121 North Thirteenth St.

PHILADELPHIA

SELLING AGENTS

—FOR—

CELEBRATED

HUMPHREY ARCS

Special Lamps for

HALLS
STORES
FACTORIES
WAREHOUSES
SHOW WINDOWS
STREET LIGHTING

OUR MOTTO

Maximum Light—Minimum Cost

Try Our Maintenance Service